

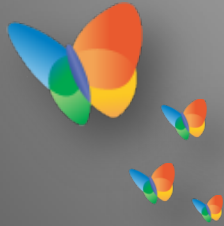
msnux

MSN TV Heuristic Evaluation

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Sept 9, 2009

Agenda

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- Research Design
 - Methodology
 - Heuristics / Ratings
 - User Survey
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- Overall Results
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 - Most Severe Tasks
- Evaluation & Recommendations
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 - Searching & Browsing
 - Watching Videos
 - Viewing TV Listings
 - Accessing Photos
- Competitive Review
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Executive Summary

Executive Summary

- The goal of this study was to assess the usability of the MSN-TV website through a heuristic evaluation.
- Many tasks used in this evaluation were in fact accomplished with few or no issues, and most issues encountered would not keep a user from completing the task.
- Those tasks accomplished with no issues included locating certain featured areas of the site and viewing detailed information about shows and episodes.
- There were however, some core tasks which did encounter issues. These included interacting with the TV listings, searching and browsing for shows, and watching a video.
- Recommendations to address issues are provided and include:
 - Enhancements to the UI to increase visibility of and encourage use of current functionality
 - Provide additional functionality to increase users access to content



Research Design

Methodology

- This was a tasked-based heuristic evaluation, with the goal of assessing the usability of the MSN-TV site, based on established usability heuristics and principles.
- Prior to the evaluation, an informal survey was conducted, to affirm typical tasks and goals of users visiting a TV oriented website.
- A set of tasks were established, reflecting typical user behavior on the site. Observations were based on the evaluator's interaction with the site while performing these tasks.
- Each task was designated a severity rating, indicating the potential for failure based on the given heuristics and principles, and the overall experience.

Usability Heuristics (Nielsen)

1. **Visibility of system status** - The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
2. **Match between system & real world** - The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
3. **User control & freedom** - Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
4. **Consistency and standards** - Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
5. **Error prevention** - Even better than a good error message is a careful design which prevents a problem from occurring in the first place.
6. **Recognition rather than recall** - Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another.
7. **Flexibility & efficiency of use** - Accelerators may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
8. **Aesthetic and minimalist design** – Every extra unit of information competes with the relevant units of information and diminishes their relative visibility.
9. **Helps users recognize and recover from errors** - Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
10. **Help and documentation** - Help or documentation should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Usability Principles (as interpreted from Wickens)

1. **User Model** - A system should operate in a manner familiar to the user. The design should take into consideration the user's perspective, including context, knowledge and expectations of behavior. (Similar to Nielsen's "Match between system and the real world")
2. **Attention and Salience** - It's important that the necessary information and functionality be clearly visible to the user and easily located.
3. **Consistency** - Maintaining a familiar experience through a common representation of elements and behavior will help reduce a user's mental workload and maintain user's performance.
4. **Proximity and Grouping** - Elements related to one another, those accessed sequentially or providing support to others, should be located close to each other or show relationship through common or encompassing graphic representation.
5. **Feed-forward** - A user should be able to infer a sense of expectations or knowledge of what behavior is being invoked before they take any action within a UI.
6. **Feedback** - Acknowledgment of a user's action should be displayed, either indicating progression of the response or confirmation of the action taken.
7. **Noise and Distracters** - A UI should avoid unnecessary information or graphics that draw the user's attention away from the intended content.
8. **Visual Momentum** - There should be graceful transitions between pages of a UI, achieved through a consistent representation of UI elements, common anchor points and a continuous mapping of system functionality.

* Christopher Wickens is a Professor Emeritus and Former Head, Human Factors Division, Institute of Aviation, University of Illinois and author of several publications within the Human Factors industry.

Operational Definition of “Severity Ratings” (adapted from Nielsen*)

- Severity 1:
 - Issue prevents users from completing a task or causes data loss
 - Ex: A “save” button is not visible to a user, so they use the “close” function on a window and loose their data
- Severity 2:
 - Issue causes users significant delay, confusion or frustration
 - Ex: A search UI is lacking filtering ability, causing a user to manually step through several pages of results
- Severity 3:
 - Issue may be cosmetic in nature, causing minor irritation to the user
 - Ex: Various buttons serving the same purpose use different terminology

* Jakob Nielsen, Ph.D., is a User Advocate and principal of the Nielsen Norman Group. Dr. Nielsen founded the "discount usability engineering" movement for fast and cheap improvements of user interfaces and has invented several usability methods, including heuristic evaluation.

Survey

20 Microsoft employees were asked the following questions:

1. About how much TV do you watch?
 - To identify avid TV viewers
2. How frequently do you visit TV oriented websites?
 - To identify users who have used these type of sites
3. What are the more common things you do on these sites?
 - To identify common tasks
4. What difficulties do you recall encountering while using these sites?
 - To identify common problems

Most Common Tasks	Responses	Difficulties	Responses
Watch Past/Missed Shows	9	Downloading Player / Player Compatibility	5
Watch Current Shows	7	Finding Desired Content	2
Preview New Shows	5	Watching Shows in Sequence	1
View TV Schedule	5		
Watch Special Events	4		
Look Up Recommendations	3		
View Show Information	3		

TV Tasks / Scenarios

1	Browse the Home Page	23	Share this video with a friend
2	Search for a favorite TV show	24	Watch a video related to the show
3	Return to HP	25	Return to HP
4	What's on TV tonight? (> Prime Time tonight)	26	Find a TV show starring Steve Carell (> Search "Steve Carell")
5	What are some of the new shows this fall?	27	Read a review
6	What are some recommendations for tonight?	28	Watch a recent episode
7	What are some recommendations for Friday night?	29	Return to HP
8	What time is it on?	30	Find photos of "The Office"
9	What else is on at that time? (> TV Listing)	31	Rate a photo
10	Set the locale and provider	32	Watch the series "Arrested Development" from the beginning
11	View listing for Saturday evening	33	Back to HP
12	Only view movies		Find out about the Seattle contestant on "Top Chef"
		34	(> Search "top chef Seattle")
			What happened in the season finale of "Lost"?
13	Change the time reference	35	(> episode / News)
14	Read more information on a movie	36	Return to HP
15	Change the locale and provider	37	What are some of the highest rated TV shows?
16	What movies are in HD?	38	How about for the week?
17	Add a show to your favorites	39	What are some new releases on DVD
18	Return to HP	40	View more information about one of the series
	Find the airing channel and times of the next showing of		
19	30 Rock (> Browse to a TV series)	41	Attempt to purchase one of the available DVDs
20	What happened in the last episode?	42	What are some of the top rated Reality shows?
21	Watch an episode	43	Watch a video of a Reality show
22	Play with the Video Controls (length, full screen, pause)	44	Have any TV actors been arrested lately? (> news)



Overall Results

Overall Ratings

- 44 Tasks were performed
- 24 Tasks performed with no issues
- Remaining 20 tasks scored average rating of 2.4
 - 1=High severity
 - 2= Medium severity
 - 3= low severity

Task Performance: No Severity Rating



Tasks

Find TV Listings (HP or Full Listings)

Interacting with the video

Viewing recommendations

Finding highly rated/ranked shows

Viewing airing channels and times of an episode

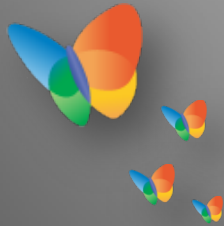
Viewing information about episodes

Viewing DVD selection

Task Performance: High Severity Rating Tasks



Tasks	Rating
What movies are in HD?	1
Add a show to your favorites	1
Search for a TV show	2
Browse to a TV series	2
Watch a TV series from the beginning	2
Navigate back to HP/Series (from video)	2
Setting the locale and provider	2
Find photos of a show	2
Rate a photo	2



Evaluations & Recommendations

Evaluations & Recommendations

Five groups of observations

- Key Entry Pages
- Searching & Browsing
- Watching Videos
- Viewing TV Listings
- Accessing Photos

(Additional Observations at end of deck)

Key Entry Page – Home Page

The screenshot shows the MSN TV home page with a navigation bar at the top containing 'entertainment', 'celebs', 'movies', 'music', 'tv', and 'more'. Below this is the MSN TV logo and a search bar with the Bing logo. The main content area is divided into several sections: 'Turn Ons & Turn Offs' featuring Taylor Swift, 'WATCH FULL EPISODES' with thumbnails for 'Big Brother', 'EUREKA', 'Defying Gravity', and 'Watch Now', 'TV ESSENTIALS' with 'Interview Central', 'TONIGHT'S PICKS' with '10 Things I Hate...', '90210', and 'Flipping Out', 'PHOTO GALLERIES' with 'Survivor: Samoa' and 'The Fashionably Stylish Mad Men', 'FEATURED VIDEO CLIPS' with 'Flipping Out' and 'Addicted to Beauty', 'TV FEATURES' with 'Shaq in the Saddle Again' and 'Summer Slam Diary', and 'MORE TV' with 'Follow MSN TV on Twitter'. On the right side, there is a 'primetime tonight' section with a TV provider selector and a list of programs including 'Crash Course', 'NCIS', '90210', 'Hell's Kitchen', and 'America's Got Talent'. Below that is a 'TV NEWS' section with headlines about George Carlin, Erin Andrews, and a fashion designer's sentence. At the bottom right is a 'DAILY TV RATINGS' section for Sunday, Aug. 30th, 2009, listing shows like 'Wizards of Waverly Place' and 'Dateline'.

Wins

- Good display of hierarchical information
- Good distinction of sections
- Good consistent use of link styles
- Nice to have links to “More Info”, not just links that load videos
- “primetime tonight” good use of visual to draw attention and distinguish as unique content

Issue

- TV News links (right column) tend to look like sponsored links

Recommendations:

- Provide users control to turn off animated feature / slide show
- Provide additional full episodes through horizontal slider control

Key Entry Page – Reality TV

The screenshot shows the MSN-TV Reality TV page layout. At the top, there are navigation tabs for entertainment, celebs, movies, music, tv, and more. Below this is the MSN-TV logo and a search bar. The main content area is titled 'REALITY TV' and features a large featured banner for 'Dancing With the Stars' Season 9. To the right of the banner is an advertisement for Fox Sports.com Fantasy Football. Below the banner is a section for 'more reality tv' with four featured items: 'Big Brother 11', 'Shaq in the Saddle Again', 'The Real Housewives of Atlanta', and 'So You Think You Can Dance'. To the right of this section is a 'top reality shows' list with 10 items. Below the list is a 'featured video' section and a 'photo galleries' section. At the bottom, there is a 'tv news' section with several news items.

Wins

- Clear indicators of where one is MSN-TV / Reality TV
- Strong prominent featured display (Dancing with the stars)
- Access available to other areas of the site

Issues

- Beyond the featured display, seems to lack organization
 - Lack of hierarchy of information like on Home Page
 - Difficult to focus on one area
- Links at the bottom left seem to sit alone

Recommendations

- Improve organization of content

Key Entry Page – MSN-TV News

The screenshot shows the MSN-TV News website interface. At the top, there are navigation tabs for entertainment, celebs, movies, music, tv, and more. The main header includes the MSN TV logo and a search bar. Below the header, there are links for Home, TV Listings, Tonight's Picks, Reality TV, New on DVD, Browse TV Shows, Photos, News, Blog, and Superfans. The main content area features a news article about Katy Perry, a photo gallery for 'American Idol' Season 8, and a 'Fall TV Guide' section. There are also promotional banners for FOX Sports and a 'Top Celebrity Video' section. The bottom of the page includes a 'Most Discussed' section, a 'Sponsored Links' section, and a 'Recent Galleries' section.

entertainment | celebs | movies | music | tv | more

MSN home | Mail | My MSN | Sign in

msn tv

TV | Web

Home | TV Listings | Tonight's Picks | Reality TV | New on DVD | Browse TV Shows | Photos | News | Blog | Superfans

TV News

Just In
Movie News
Music News
TV News
Hot Gossip
Hollywood Hitlist
Celebrity Buzz

Katy Perry has names for Simon Cowell
Aug. 31, 2009, 9:06 PM EST
Zap2It

Katy Perry, who is still scheduled to guest-judge for "American Idol," told E! Online that Simon Cowell is an a**... but an honest one.

Bling: Search Paula Abdul leaves "American Idol"

Perry had this to say regarding the prickly, honest British judge, "I might become a little bit of a buddy with Simon because whenever I watch that show, as much as he's an a**hole, he's a very truthful, honest a**hole."

She also said she won't be afraid to tell people the truth if they need to hear it. However, Perry isn't all negative. She is excited to help people live out their dreams. "I'm in this every single day," she said. "I'm seeing the ins and outs of both the business and the wonderful fruits of my labor. I really feel I have a very what's-going-on-right-now perspective."

© Kenna Lill
Katy Perry © 2009

Photos: 'American Idol' Season 8

View all »

Fall TV Guide

TOM DELAY'S TOP-SECRET 'DWTS'
The Real Housewives of
Andrew Zimmern's Bizarre
Addicted to Beauty Sneak Peek

View more MSN Videos 1-4 of 94 | 1 2 3 4 >>

Comments (1) | E-mail | Digg | Facebook | Blog it

Most Discussed | More TV News | Just In News

Michael Jackson lives on at Madame Tussauds (465 comments)
Aug. 29, 2009, 12:06 PM EST

Former Miss California sues over firing (426 comments)
Aug. 31, 2009, 4:00 PM EST

An institution ends when 'Guiding Light' turns off (106 comments)
Aug. 31, 2009, 6:05 PM EST

L.A. fashion designer gets 59 years to life sentence (52 comments)
Sept. 1, 2009, 7:31 AM EST

2009 Daytime Emmys Wrap-Up: Rachael Ray, '8&8' Take Home Gold (41 comments)
Aug. 31, 2009, 8:56 AM EST

Sponsored Links

Girl Makes \$5000/Month
California girl makes \$5000 a month online - See Now!
www.FinancialNewsNY.com

Weight Loss Scam?
Top Weight Loss Products Exposed. You Need To Read This...
TheWeightLossReview.org

Auto Insurance / AARP
Cover 507 Save Up To \$402 On Auto Insurance WITH AARP & The Hartford.

FOX Sports
GET YOUR HEAD IN THE GAME.
FANTASY FOOTBALL
PLAY FREE >>>

More on MSN

Undressed!
Which '90s TV cutie needs some pants? Latest celeb fashion flops

Celebrity Spavin: Add to the worst-baby-names list
Superfan faceoff: 'Twilight' vs. 'Harry Potter'
VH1 Pop Up Video: Check out some of our favorite clips
MSN Movies: Get showtimes & tickets

Top Celebrity Video

Taylor Lautner Strikes a Pose

1-3 of 20 | show playing
Taylor Lautner Strikes a Pose
The Latest Star News

video options
playlist (20)

View more MSN videos | Go to Entertainment Tonight

Hot Gossip | More Gossip

Macaulay Culkin dragged into Michael Jackson paternity rumor du jour
Romance report: Tom and Katie run from rift rumors
Paris Hilton meets the less fortunate, feels urge to sing 'Yumbaya'
Lindsay linked to \$2 million in missing jewels
Romance report: Did Renee Zellweger die Jennifer Aniston (and her hair)?

Recent Galleries | More Photo Galleries

'Community'
'Mercy'

Wins

- Clear indicators of where one is MSN-TV / News
- Access available to other areas of the site

Issues

- Some content in right column may be considered ads and be ignored
- Could use better association of "Comments – email – digg..."

Recommendations

- Improve grouping and association of content
- Improve distinction between content and ads

Searching & Browsing

How users access, view and manipulate content, including:

- UI and the functions available
- Filtering ability
- Sorting ability
- Organization

Usability Principles encountered:

- Salience of UI elements
- User Model
- Feedback
- Flexibility & Efficiency

Searching & Browsing – Search for a TV Show

The screenshot shows the MSN TV search results for '30 Rock'. The search bar at the top contains '30 rock' and the Bing logo. Below the search bar, there are navigation tabs for 'Home', 'TV Listings', 'Tonight's Picks', 'Reality TV', 'New on DVD', 'Browse TV Shows', 'Photos', 'News', 'Blog', and 'Superfans'. The search results are displayed in a list format, with the first result being '30 Rock - Series Overview - MSN TV'. This result includes a brief description of the show and a link to the series overview page. Other results include '30 Rock - Videos', '30 Rock - Episode Guide', and several '30 Rock - Photos' results. The page also features a vertical advertisement on the right side for 'COMING THIS AUGUST' with a 'PREVIEW NOW' button. The MSN logo is visible at the bottom right of the advertisement.

Wins

- Clear, easy to read results
- Filters available at top of page
- Most relevant result ("Series Overview") at the top

Issues

- Can't tell how many results were returned
- Can't jump to beginning or end with numeric page navigation
- Appear to be redundant listings (20+ photo results)

Recommendations

- Encourage the use of filters by increasing their visibility
- ID photos by content
- Add result count, page links

Searching & Browsing – Search for Information

The screenshot shows the MSN TV website interface. At the top, there are navigation tabs for 'entertainment', 'celebs', 'movies', 'music', 'tv', and 'more'. The 'tv' tab is selected. A search bar contains the text 'top chef seattle' and the Bing logo. Below the search bar, there are links for 'Home', 'TV Listings', 'Tonight's Picks', 'Reality TV', 'New on DVD', 'Browse TV Shows', 'Photos', 'News', 'Blog', and 'Superfans'. The main content area displays search results for 'top chef seattle'. The results are organized into sections: 'MSN TV', 'All TV Results', 'Photos', 'TV Shows', 'People', 'Features', and 'All Entertainment Results'. The results list several articles, including 'Top Chef: Chicago' - TV', 'Woman sues David Copperfield for sexual assault - MSN TV News', 'Q&A: Anthony Bourdain of 'No Reservations' - MSN TV News', 'The Sopranos' Top 10 Moments - MSN TV News', 'MSN TV - No-Frills TV', 'Grey's Anatomy' Recap: Two Lives Hang in the Balance - MSN TV News', 'MSN TV - TV Characters We Could Live With -- And Those to Avoid', 'Bethenny Frankel Wants You 'Naturally Thin' - MSN TV News', and 'Roomies Worth a View - MSN TV News'. Each article includes a brief description and a URL. On the right side of the page, there is a Buick advertisement with the text 'CLICK AND DRIVE' and 'OUR BEST CARS, YOUR BEST OFFER.' Below the Buick ad is an eBay Motors advertisement with the text 'SHOP EBAY'.

Task

- Find information about a Seattle contestant on "Top Chef"

Issues

- Relevancy of results is not clear

Recommendation

- Highlight search terms as they appear within results

Searching & Browsing – Browse TV Shows

The screenshot shows the MSN TV website interface. At the top, there are navigation tabs for 'entertainment', 'celebs', 'movies', 'music', 'tv', and 'more'. The 'tv' tab is selected. Below the navigation is the MSN logo and a search bar. The main content area is titled 'Browse TV Shows' and includes a search bar, a list of TV shows, and various filters. The 'Browse TV Shows' link in the navigation bar is circled in red. The list of TV shows includes titles like 'The O.C.', 'The Oblongs', 'Obsessed', 'Ocean Force', 'October Road', 'The Odd Couple', 'Odd Man Out', 'Odyssey 5', 'Off Centre', 'The Office', 'The Office', 'Oh Baby', 'Oh Grow Up', 'The O'Keefes', 'Oliver Beene', 'Olivia', 'On the Lot', 'On the Money', 'On the Record With Greta Van Susteren', 'On the Road Again', 'On the Spot', 'Once a Thief', 'Once and Again', 'One Life to Live', 'One Ocean View', 'One on One', 'One Tree Hill', 'One Way Out', 'The One: Making a Music Star', 'Online Nation', 'Operation Repo', 'Opportunity Knocks', and 'Opposite Sex'. The right sidebar contains 'Sponsored Links', 'tonight's picks', and 'DAILY TV RATINGS'.

Name	Years	Genre
The O.C.	2003-2007	Drama
The Oblongs	2001	Comedy
Obsessed	2009-present	Reality
Ocean Force	2008-2009	Reality
October Road	2007-2008	Drama
The Odd Couple	1970-1975	Comedy
Odd Man Out	1999-2000	Comedy, Drama
Odyssey 5	2002-2003	Drama, Sci-Fi/Fantasy
Off Centre	2001-2002	Comedy
The Office	2001-2005	Comedy
The Office	2005-present	Comedy
Oh Baby	1998-2000	Comedy, Drama
Oh Grow Up	1999	Comedy, Drama
The O'Keefes	2003	Comedy
Oliver Beene	2003-2004	Comedy
Olivia	2009-present	Children, Family/Children
On the Lot	2007	Reality
On the Money	2008	News
On the Record With Greta Van Susteren	2002-present	Talk Show
On the Road Again	1987-2007	Travel
On the Spot	2003	Comedy
Once a Thief	1997-1998	Drama
Once and Again	1999-2002	Drama
One Life to Live	1968-present	Soap, Soap Opera
One Ocean View	2006	Reality
One on One	2001-2006	Comedy
One Tree Hill	2003-present	Drama
One Way Out	2008-present	Action/Adventure, Documentary/Bio
The One: Making a Music Star	2006	Music, Reality
Online Nation	2007	Reality
Operation Repo	2007-present	Reality
Opportunity Knocks	2008	Game Show
Opposite Sex	2000	Comedy, Drama

Wins

- “Browse TV Shows” page easy to find from the Home Page
- Good indicator of shows with videos through icon
- Good functionality with drop-down filters

Issues

- Tabs were not immediately visible, tend to blend into background
- Alpha letters/links are small, can be difficult to click
- Low visibility of highlighted alpha selection (after a letter is selected)

Searching & Browsing – Browse TV Shows

The screenshot shows the MSN TV website interface. At the top, there are navigation tabs for 'entertainment', 'celebs', 'movies', 'music', 'tv', and 'more'. The 'tv' tab is selected. Below the navigation is the MSN logo and a Bing search bar. The main content area is titled 'Browse TV Shows' and includes a 'Top Shows' section with filters for 'All Shows' and 'Shows With Free Episodes'. A table lists various TV shows with columns for 'Name', 'Years', and 'Genre'. To the right of the table, there are sections for 'Sponsored Links' (including DISH and BlackBerry), 'tonight's picks' (featuring Criminal Minds), and 'DAILY TV RATINGS' (listing shows like Two and a Half Men and The Big Bang Theory). At the bottom right, there is a promotional banner for 'Shakira' with the text 'msn music IN CONCERT'.

Name	Years	Genre
The O.C.	2003-2007	Drama
The Oblongs	2001	Comedy
Obsessed	2009-present	Reality
Ocean Force	2008-2009	Reality
October Road	2007-2008	Drama
The Odd Couple	1970-1975	Comedy
Odd Man Out	1999-2000	Comedy, Drama
Odyssey 5	2002-2003	Drama, Sci-Fi/Fantasy
Off Centre	2001-2002	Comedy
The Office	2001-2005	Comedy
The Office	2005-present	Comedy
Oh Baby	1998-2000	Comedy, Drama
Oh Grow Up	1999	Comedy, Drama
The O'Keefes	2003	Comedy
Oliver Beene	2003-2004	Comedy
Olivia	2009-present	Children, Family/Children
On the Lot	2007	Reality
On the Money	2008	News
On the Record With Greta Van Susteren	2002-present	Talk Show
On the Road Again	1987-2007	Travel
On the Spot	2003	Comedy
Once a Thief	1997-1998	Drama
Once and Again	1999-2002	Drama
One Life to Live	1968-present	Soap, Soap Opera
One Ocean View	2006	Reality
One on One	2001-2006	Comedy
One Tree Hill	2003-present	Drama
One Way Out	2008-present	Action/Adventure, Documentary/Bio
The One: Making a Music Star	2006	Music, Reality
Online Nation	2007	Reality
Operation Repo	2007-present	Reality
Opportunity Knocks	2008	Game Show
Opposite Sex	2000	Comedy, Drama

Recommendations

- Increase visibility of tabs and selected tab
- Increase size of alpha links
 - Make space around character clickable
- Highlight the space around character to indicate selection
- Increase accessibility to shows with additional filters
 - Current/Active shows
 - Recently added videos
- Use the word “full” in place of “free” – consistent with other areas of site

Searching & Browsing – Browse Episodes

Wins

- Easy to find, select from left menu or episode module
- Easy to read listing

Issues

1. Browsing a show with limited number of episodes:
 - While looking for available episodes to watch, ending up stepping through three pages of results
2. Trying to watch show from beginning of the series
 - Began stepping through pages of result, until noticing sort column header

Arrested Development: Episode Guide

#	Name	Orig. Air Date	Video
58.	Untitled	04-05-2009	
57.	Fakin' It; Family Ties; Exit Strategy; Development... George Sr. gets a new lawyer; Buster fakes a coma to avoid testifying; Michael tracks down his long-lost sister, ... Full summary	02-10-2006	
56.	Fakin' It Michael plays the family lawyer in a mock trial; Buster pretends he is comatose; Lindsay fights for Buster's rights; ... Full summary	02-10-2006	
55.	Development Arrested Michael tries to keep the family from selling their shares of the stock; Lindsay uncovers a secret; George-Michael... Full summary	02-10-2006	
54.	Exit Strategy Michael and Buster travel to Iraq; George-Michael throws Maeby a surprise party; a prosecutor tricks Tobias into... Full summary	02-10-2006	
53.	Family Ties Michael tracks down a woman who may be his sister; Tobias and Lindsay make separate dates with the same trainer.	02-10-2006	
52.	Faking It; Family Ties When Michael discovers that he may have an older sister, Nellie Bluth (Justine Bateman), he tracks her down, and in an... Full summary	02-10-2006	
51.	S.O.B.s Concerned about its future, George Sr. insists that the family host a fundraiser to raise awareness within the... Full summary	01-02-2006	
50.	Making a Stand Michael and Gob team up to teach George Sr. a lesson; Lucille's biannual facelift inspires a new idea for a horror... Full summary	12-19-2005	
49.	Prison Break-In Michael worries when he learns Lucille is dating the warden (James Lipton) behind his father's back.	12-12-2005	

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Recommendations

- Increase visibility of sort headers
- Increase accessibility to 'episodes with videos' – by adding a new filter
- Ease general browsing through grouping by season

Searching & Browsing – Browse Featured Videos

Arrested Development

Series Overview

Upcoming Airings

Videos

Photos

News

Message Board

User Reviews

Cast & Crew

Premiere Date: November 02, 2003

Final Date: February 10, 2006

Avg. user rating: ★★★★★ 34 ratings

Your rating: ☆☆☆☆ write a review

nextairing

Sorry, no airings of this series were found in the next ten days.

provider

Provider: Comcast

Zip Code: 95062

Change provider

Starring: Portia de Rossi, Michael Cera... | View all cast & crew

Description: Making its Fox network bow on November 2, 2003, the weekly, half-hour Arrested Development would seem to meet all the qualifications of a "cult favorite." It was smart, hip, and awfully funny; it developed a fiercely loyal circle of fans; it was almost universally beloved of the critical establishment; and its ratings were seldom any better than mediocre. Jason Bateman headed the cast as Michael Bluth, a party-crashing widower with a likable 13-year-old son named George Michael (Michael Cera)... Read more

WATCH FULL EPISODES NOW

Previous Episodes View all episodes (58)

Episode	Aired
58. Untitled	Apr. 05, 2009
57. Fakin' It; Family Ties; Exit Strategy; Development Arrested	Feb. 10, 2006
56. Fakin' It	Feb. 10, 2006
55. Development Arrested	Feb. 10, 2006
54. Exit Strategy	Feb. 10, 2006

Videos View all videos (498)

Arrested Development - George-Michael Has ...
George-Michael has something to tell

Arrested Development - Truth About The Family
Michael meets with lawyers, who

bing movie theaters

Wins

- “Videos” easy to find, select from left menu or video module
- Good use of icon/button – to play video
- Liable to return a few hundred videos

Issues

- No indication of video length or airing date
- Can't filter or sort videos
- Can't jump to beginning or end with numeric page navigation

Recommendations

- Provide more video information
- Provide a sort function
 - Highest rated
 - Most view
 - Recently added
- Add first / last page links

Arrested Development: Videos

Series Overview

Upcoming Airings

Episodes

Videos

Photos

News

Message Board

User Reviews

Cast & Crew

Arrested Development - Disaster Play
Maebly explains to George-Michael how her father/director, Tobias is ruining the school...

Arrested Development - Breakup
Michael breaks up with Sally Sitwell because he thinks he might be fathering a child again...

Arrested Development - Sexual Attraction
Michael finds out that his twin sister is actually adopted and also wants to have sex...

Arrested Development - In Iraq
Michael and Buster go to Iraq to get their family member out of prison.

Arrested Development - Hot Sailors
Tobias offers a name for the sailors.

Arrested Development - Attraction to Maebly
George-Michael is attracted to Maebly.

Arrested Development - No More Faking
Michael goes to the hospital and tells Buster to stop faking the coma and get out.

Arrested Development - A New Girl
Tobias tells Michael all about a new girl he is attracted to.

Arrested Development - Birthday Party
Nobody shows up to Maebly's birthday party, which makes George-Michael feel a little...

Arrested Development - Hitting It Off
Michael Bluth hits it off with Nelly on their special "date" at the bar.

41-50 of 498

10 Per Page

< Back 3 4 5 6 7 Next >

Watching Videos

How users access and view episodes and featured videos

Usability Principles encountered:

- User Model
- Consistency
- Visual Momentum
- User control & freedom
- Proximity & Grouping

Watching Videos – Watch an Episode

The screenshot shows the MSN Video player interface. At the top, there's a navigation bar with 'more', 'MSN home', 'Mail', 'My MSN', and 'Sign in'. Below that is the 'msn video' logo and a search bar with 'bing' as the search engine. The main content area features a video player with a Hulu logo and a video of two people in a living room. To the right of the video is a description for 'Arrested Development - Top Banana' from Hulu, including a plot summary and related links. Below the video player is a social media sharing section with 'email video', 'report', and 'link' options. A 'related video' section is visible below the sharing options, showing several episode thumbnails with titles like 'Arrested Development - Pilot', 'Arrested Development - Bringing Up...', 'Arrested Development - Charity Drive', 'Arrested Development - Don't Just...', 'Arrested Development - What's the Rush?', and 'Arrested Development - Colonel...'. To the right of the video player is a Bing search results section for 'bing' with 205000 results, showing a link to 'Top Banana (Arrested Development episode) - Wikipedia, the free ...' and a link to 'Arrested Development - Top Banana (2003)'. Below the search results is a 'most watched today' section with several video thumbnails.

Wins

- Nice large video displayed
- Video controls easy to use
- Multiple sources to land on this page from:
 - TV Home Page
 - Series Overview page
 - Videos listing
 - Episode listings
 - Other....

Issues

- Inconsistent user experience
 - Lost Tabs and TV context
- No easy way to return to where one was
- Two visible navigational links:
 1. Takes one to hulu
 2. Takes one to “TV Shows” page
- “Related Video” tab combines video clips and episodes
- Background boxes are really faint, could use better separation between sections

Watching Videos – Watch an Episode

The screenshot shows the MSN Video player interface. At the top, there's a navigation bar with 'msn video' and a search bar. Below the navigation bar, there's a video player showing a scene from 'Arrested Development'. To the right of the video player, there's a description for the episode 'Top Banana' from Hulu, including a synopsis and related links. Below the video player, there's a social media sharing section with options for email, report, and various social media icons. To the right of the sharing section, there's a Bing search results section for 'Top Banana (Arrested Development episode) - Wikipedia, the free ...'. Below the sharing section, there's a 'related video' section with a grid of video thumbnails and their titles. To the right of the related video section, there's a 'most watched today' section with a grid of video thumbnails and their titles.

more

MSN home Mail My MSN Sign in

videos | web

bing

video guide tv shows

follow MSN Video

hulu

Arrested Development
Arrested Development - Top Banana

Michael realizes that running the company isn't going to be as easy as he thought, especially since his father seems to be pulling some strings from inside the joint.

related links
Hulu - Arrested Development

Help LGBTQ youth
Levi's Hetrick-Martin Institute
Home of the Harvey Milk High School

bing 205000 results - view all

[Top Banana \(Arrested Development episode\) - Wikipedia, the free ...](#)
"Top Banana" is the second episode aired of the TV comedy series Arrested...
[en.wikipedia.org/wiki/Top_Banana_\(Arrested_Development\)](http://en.wikipedia.org/wiki/Top_Banana_(Arrested_Development))

["Arrested Development" Top Banana \(2003\)](#)
Plot: Michael suspects that George Sr. is running the business from inside...
www.imdb.com/title/tt0515256

email video report link: <http://beta.video.msn.com/play/?g>

rate: ☆☆☆☆☆ embed:

related video comments (0) 1 of 3

Arrested Development - Pilot
Arrested Development
21:46

Arrested Development - Bringing Up...
Arrested Development
22:12

Arrested Development - Charity Drive
Arrested Development
21:45

Arrested Development - Don't Just...
Arrested Development
1:43

Arrested Development - What's the Rush?
Arrested Development
3:42

Arrested Development - Colonel...
Arrested Development
1:36

most watched today

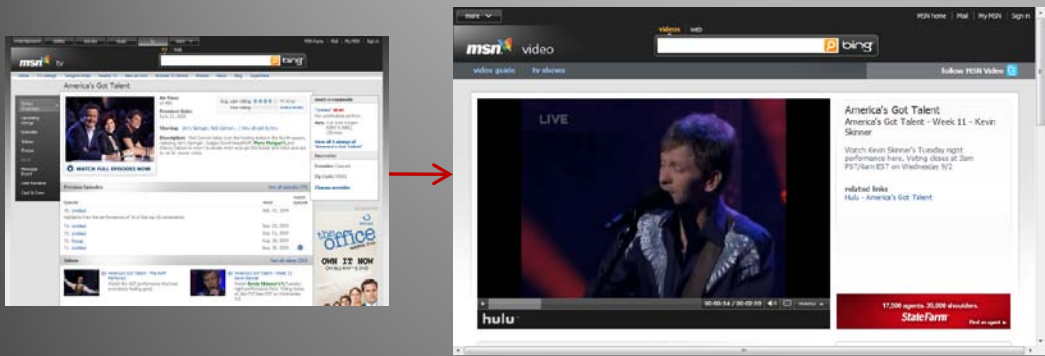
Boy collects vacuum...
Beats From the Street
Deadly California Wildfires

New details in 18-year...
Jaycee kidnapers linked...
7 slain at Ga. mobile home...

Recommendations

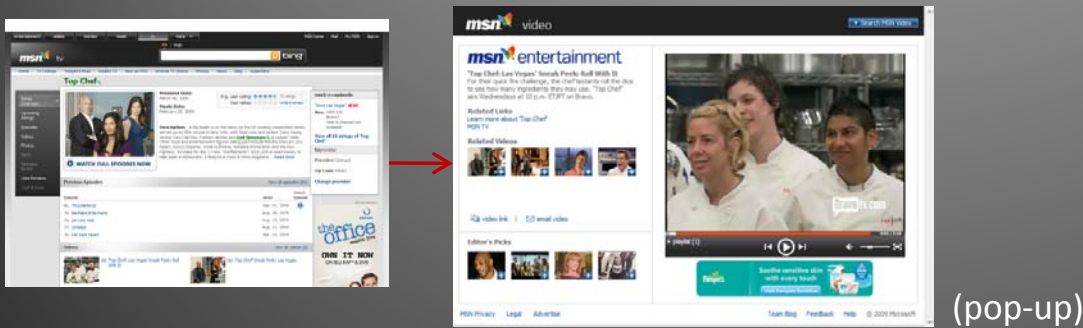
- Maintain "TV" UI and Navigation
- Maintain Series context
- Provide links
 - Series Overview
 - TV Home
- Use additional tab containing episode listings
- Use more salient boxing and grouping of elements

Watching Videos – Watch a Featured Video



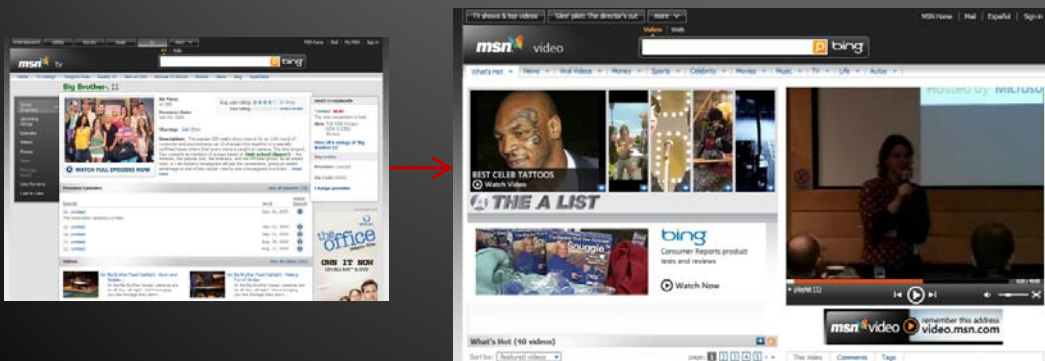
Issue

- Inconsistent user experience
- Watching videos from different shows can lead to 3 different video experiences



Recommendation

- Provide a consistent video watching experience for the user



Viewing TV Listings

How users interact with the TV Listings

- General viewing
- Setting Location & Provider
- Customize the view

Usability Principles encountered:

- Proximity & Grouping
- Aesthetic and minimalist design
- User Model

Viewing TV Listings

Wins

- Easy to read listings
- Color coordinated categories
- Easy to use drop-downs and time settings
- Easy to access show information
- Good indicators of “Repeat” and “New” shows

The screenshot shows a TV listings website with a navigation bar at the top containing links like Home, TV Listings, Tonight's Picks, Reality TV, New on DVD, Browse TV Shows, Photos, News, Blog, and Superfans. Below the navigation bar is the main heading "TV Listings". A search area includes a date selector set to "Today, August 18", a time selector set to "4:00 PM", and a category dropdown set to "All Categories". Below this are tabs for "All Categories", "Movies", "Sports", "Kids", "News", and "HD", along with a "Favorites" link. A legend indicates that "R" stands for Repeat and "N" for New. The main content is a grid of TV listings organized by channel (rows) and time slot (columns). The channels listed are ABC, CBS, FOX, NBC, CW, MNT, and KPXN. The time slots shown are 4:00 PM, 4:30 PM, 5:00 PM, 5:30 PM, 6:00 PM, and 6:30 PM. Programs listed include Eyewitness News, Dr. Phil, The Wendy Williams Show, The Ellen DeGeneres Show, The Jamie Foxx Show, Still Standing, M*A*S*H, Boston Legal, King of the Hill, According to Jim, Friends, The Simpsons, TMZ, ABC's World News With Charles Gibson, CBS Evening News With Katie Couric, NBC Nightly News, KTLA News at 6:30, The King of Queens, and Family Feud. To the right of the main grid is a sidebar with a "tvprovider" section that says "No local listings provider chosen" and "Enter your zip code". Below that is an "advertisement" section titled "Sponsored Links" featuring a promotion for DISH: "DISH® - Official Site 120+ Ch For \$24.99/mo For 12 Mos. Record In 1 Room, Watch In Another! www.DISHNetwork.com".

	4:00 PM	4:30 PM	5:00 PM	5:30 PM	6:00 PM	6:30 PM
ABC	Eyewitness News 4:00PM		Eyewitness News 5:00PM		Eyewitness News 6:00PM	ABC's World News With Charles Gibson
CBS	Dr. Phil ^R		CBS 2 News at 5:00		CBS 2 News at 6:00	CBS Evening News With Katie Couric
FOX	The Wendy Williams Show ^N		King of the Hill ^R	King of the Hill ^R	The Simpsons ^R	TMZ ^N
NBC	The Ellen DeGeneres Show ^R		Channel 4 News		Channel 4 News	NBC Nightly News
CW	The Jamie Foxx Show ^R	The Wayans Bros. ^R	My Wife and Kids ^R	According to Jim ^R	Friends ^R	KTLA News at 6:30
MNT	Still Standing ^R	Still Standing ^R	Tyler Perry's House of Payne ^R	Tyler Perry's House of Payne ^R	The King of Queens ^R	The King of Queens ^R
KPXN	M*A*S*H ^R		Boston Legal ^R		Family Feud ^R	Family Feud ^R

Issue

- The “tvprovider” link and display is located off to the side, away from the main functionality of the page

Recommendation

- Increase the visibility and accessibility by locating closer to the main functions

Viewing TV Listings – Set Location and Provider

Recommendations

Choose your TV service provider

To see channel information and show times, you must enter your location and the type of TV service provider you use. (This information is stored as a "cookie" in your Web browser to provide information that is accurate for your location and provider.)

1. Enter your ZIP/postal code:

ex. 90012 (US), M4G-4J3 (Can.)

2. Choose your TV service type:

Antenna
 Cable or IPTV
 Satellite

Choose your TV service provider

Choose the Cable or IPTV provider you use:

- Broadstripe, Seattle (76 channels)
- Broadstripe, Seattle (202 channels)
- Comcast, Edmonds (76 channels)
- Comcast, Edmonds (378 channels)
- Comcast King County Jerald, Seattle (75 channels)
- Comcast King County Jerald, Seattle (395 channels)
- Comcast Roosevelt, Seattle (76 channels)
- Comcast Roosevelt, Seattle (372 channels)
- Comcast Roosevelt, Seattle (420 channels)

Choose your TV service provider

Is this the correct information?
Cable or IPTV, Comcast in ZIP/postal code 98004

Click **Back** to select a different service provider.

- Shorten text; provide simple explanation of purpose
- Use a drop-down or make scroll bar more visible
- Confirmation of information (good!)
- Re-format text to improve legibility

Viewing TV Listings –High Definition Listings

- Task: “What movies are showing in HD?”
- Default view shows all available listings

TV Listings

Today, September 1 8:00 PM All Categories Go

All Categories Movies Sports Kids News HD Favorites

Ⓜ = Repeat Ⓝ = New

	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
ABC	Crash Course Ⓜ		Shaq Vs. Ⓝ		Primetime: The Outsiders Ⓝ	
CBS	NCIS Ⓜ		Big Brother 11 Ⓝ		NCIS Ⓜ	
FOX	Hell's Kitchen Ⓝ		More to Love Ⓝ		Fox 11 Ten O'Clock News	
NBC	America's Got Talent Ⓜ		America's Got Talent Ⓜ			
CW	90210 Ⓜ		90210 Ⓜ		KTLA 5 News at 10 Ⓜ	
MNT	Street Patrol Ⓜ	Street Patrol Ⓜ	Jail Ⓜ	Jail Ⓜ	Seinfeld Ⓜ	Seinfeld Ⓜ
KPXN	Boston Legal Ⓜ		The Break-Up			
TLMD	Más Sabe el Diablo Ⓜ		Niños Ricos Pobres Padres Ⓜ		Victorinos	
UNI	En Nombre del Amor Ⓜ		Mañana Es Para Siempre Ⓜ		Aquí y Ahora Ⓜ	
AETVP	The First 48 Ⓜ		The First 48 Ⓝ		The Cleaner Ⓝ	
AMCP	Last of the Dogmen					Pale...
BBCA	You Are What You Eat Ⓜ		Dragons' Den Ⓜ		You Are What You Eat Ⓜ	
BETP	A Low Down Dirty Shame				Frankie and Neffe Ⓝ	Frankie and Neffe Ⓜ
BRVOR	Flipping Out Ⓜ		Flipping Out Ⓜ		Flipping Out Ⓝ	

Viewing TV Listings – View High Definition Listings

- Tabs allow one to select “Movies”

TV Listings

Today, September 1 8:00 PM Movies Go

All Categories **Movies** Sports Kids News HD Favorites

	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
KPXN			The Break-Up			
AMCP	Last of the Dogmen					Pale...
BETP	A Low Down Dirty Shame					
CMTVP			Pure Country >			

- Tabs allow one to select “HD”

TV Listings

Today, September 1 8:00 PM HD Go

All Categories Movies Sports Kids News **HD** Favorites

Ⓜ = Repeat Ⓝ = New

	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
ABC			Shaq Vs. Ⓝ		Primetime: The Outsiders Ⓝ	
CBS	NCIS Ⓜ				NCIS Ⓜ	
NBC	America's Got Talent Ⓜ		America's Got Talent Ⓜ			
CW	90210 Ⓜ		90210 Ⓜ		KTLA 5 News at 10 Ⓜ	

Viewing TV Listings –High Definition Listings

Issue

- Cannot view a list of High Definition shows within a Category

TV Listings

Today, September 1 8:00 PM All Categories Go

All Categories Movies Sports Kids News HD Favorites

Ⓜ = Repeat Ⓝ = New

	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
ABC	Crash Course Ⓜ		Shaq Vs. Ⓝ		Primetime: The Outsiders Ⓝ	
CBS	NCIS Ⓜ		Big Brother 11 Ⓝ		NCIS Ⓜ	
FOX	Hell's Kitchen Ⓝ		More to Love Ⓝ		Fox 11 Ten O'Clock News	
NBC	America's Got Talent Ⓜ		America's Got Talent Ⓜ			
CW	90210 Ⓜ		90210 Ⓜ		KTLA 5 News at 10 Ⓜ	
MNT	Street Patrol Ⓜ	Street Patrol Ⓜ	Jail Ⓜ	Jail Ⓜ	Seinfeld Ⓜ	Seinfeld Ⓜ
KPXN	Boston Legal Ⓜ		The Break-Up			
TLMD	Más Sabe el Diablo Ⓜ		Niños Ricos Pobres Padres Ⓜ		Victorinos	
UNI	En Nombre del Amor Ⓜ		Mañana Es Para Siempre Ⓜ		Aquí y Ahora Ⓜ	
AETVP	The First 48 Ⓜ		The First 48 Ⓝ		The Cleaner Ⓝ	

Recommendation

- Indicate HD shows using an icon, similar to “Repeat” and “New”, instead of treating it like a category

Accessing Photos

Interacting with the Photo Browser

- Search
- Browse
- Viewing

Usability Principles encountered:

- Salience
- User Model

Accessing Photos

Home TV Listings Tonight's Picks Reality TV New on DVD Browse TV Shows Photos News Blog Superfans

Photos: TV

Photos Home
This Week In Entertainment
Undressed
Celebrities
Movies
TV >>
Music
Events
Features

All My Children

explore more photos
Most viewed photos
Highest rated photos
Random celeb photos
Random movie photos
Photo Search

BING & DECIDE.
bing
FIND FLIGHT DEALS

T A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0-9 others all

TV Series Images

	The Ex List	7
	The Girls Next Door	32
	The Martha Stewart Show	4
	The Mole	15
	The O.C.	41
	The Office	39
	The Powerpuff Girls	8
	The Real Housewives of Atlanta	18
	The Real Housewives of New Jersey	18

Issues

- Missed photo search completely (right column)
- Clicking a letter refreshes the entire page; bringing one to the top of the page, spinning the photo gallery
 - One may think results are there, but, results are below
- View photos of “The Office”
- Thumbnail is from one of Steve Carell’s movies, not “The Office”
 - Photos seem to be organized by Actor, not Show, as expected
- Alpha letters/links are small, can be difficult to click

Accessing Photos

The screenshot shows a web application interface for accessing photos. At the top, there are navigation links: Home, TV Listings, Tonight's Picks, Reality TV, New on DVD, Browse TV Shows, Photos, News, Blog, and Superfans. Below this is a section titled "Photos: TV" with a sub-header "All My Children". A gallery of photos is displayed, with a "GET TV PHOTOS RSS FEED" button and navigation arrows. To the left is a sidebar menu with options: Photos Home, This Week In Entertainment, Undressed, Celebrities, Movies, TV (selected), Music, Events, and Features. To the right of the gallery is a "Photo Search" box with a search button and a "Photo Search" label. Below the gallery is a table of TV series with photo counts:

TV Series	Images
The Ex List	7
The Girls Next Door	32
The Martha Stewart Show	4
The Mole	15
The O.C.	41
The Office	39
The Powerpuff Girls	8
The Real Housewives of Atlanta	18
The Real Housewives of New Jersey	18

At the bottom right, there is a "bing" logo with a "FIND FLIGHT DEALS" button and a "BING & DECIDE." banner with a palm tree image.

Recommendations

- Re-position photo search close to the alpha links
- Control the position of the page when an alpha link is selected
- Do not spin the gallery when an alpha link is selected
- Try to load, and default to "cast" photos for TV photo searches
- Utilize enhanced alpha links as other areas



Competitive Review

Competitive Review

The screenshot shows the Yahoo! TV interface. At the top, there's a navigation bar with 'YAHOO! TV' and a search bar. Below that, a 'TV HOME' dropdown and a 'LISTINGS' tab are visible. A 'SEARCH TV' input field is present. The main content area displays 'TV Listings' for 'Comcast - King County Standard'. It includes a date and time selector (Thursday, September 3, 6 PM) and a 'Go' button. A 'Jump to: Now | Primetime Tonight' link is also shown. The listings are organized into a grid with columns for 6:00pm, 7:00pm, and 8:00pm. Channel 1 (ON D) shows 'On Demand---Most Shows Are Free'. Channel 2 (NWCH) shows 'NorthWest News Today' and 'NorthWest News Evening Edition'. An advertisement for 'SEROQUELXR' is visible on the right side.

Location and Provider

- Both Yahoo and AOL position the links and information about the user's location and provider close to the TV listings

The screenshot shows the ZAP 24/7 TV Listings website. The header includes 'TV Listings Powered by ZAP 24/7'. The location is 'BELLEVUE, WA 98004' and the provider is 'Comcast King County Jerald - Standard'. There are links for 'Change Location/Provider', 'Customize Channels', 'Printable Version', and 'Sign In'. A featured section for 'NEW! DVR Divas Podcast' includes a photo of Katy and Sandy and a 'Listen now!' link. An advertisement for 'MONTANA' is also present. The main content area features a navigation bar with 'Home' and 'My Favorites' buttons. Below that, there's a filter bar for 'Show Type' (All Show Types), 'Date' (Today), and 'Time' (06:00PM). A 'View' button and a key for 'Movie', 'News', 'Sports', 'Family', and 'Sponsored' are also shown. The TV schedule grid is displayed below, with columns for 06:00PM, 06:30PM, 07:00PM, 07:30PM, 08:00PM, and 08:30PM. Channel 2 (NWCH) shows 'Northwest News Today' and 'Northwest News Evening Edition'. Channel 3 (KWPX) shows 'Family Feud (TVG)' and 'Reba (TVPG)'. Channel 4 (KOMO) shows 'KOMO 4 News (NEW!)', 'Wheel of Fortune (TVG)', and 'Jeopardy! (TVG)'. Channel 5 shows 'Outbreak (TV14)' and 'Grey's Anatomy (TV14)'.

Competitive Review

The screenshot shows the Yahoo! TV homepage. At the top, there's a navigation bar with 'TV HOME', 'SHOWS', and 'ARRESTED DEVELOPMENT'. Below that, there are tabs for 'OVERVIEW', 'EPISODES', 'CAST', 'VIDEOS', 'PHOTOS', 'MESSAGE BOARDS', 'REVIEWS', and 'WHEN IS IT ON?'. A search bar is prominently displayed. The main content area features a large video player for 'Development Arrested' with a 'hulu' logo. To the right, there are sections for 'RED CARPET PHOTOS', 'RELATED LINKS' (with a link to hulu.com), and an advertisement for Colgate Wisp toothbrush. Below the video player, there's a 'TV LISTINGS' section showing a schedule for 'Eastern Time Zone Stand... TV Listings Setup' for 'WEB Sep 2', listing shows like 'Bones', 'Leverage', 'The Mentalist', and 'Crest Country'.

Search

- Yahoo provides separate boxes for on-site and web search

Tabs

- Both sites use large text and (especially AOL) high contrast graphics in their tabs

Context

- Both sites display videos within the context of the show

The screenshot shows the AOL television website. The top navigation bar includes 'Shows', 'Cast', 'Web', 'Images', 'News', and 'Local More'. A search bar is present. The main content area is titled 'Arrested Development' and features a video player for 'The Immaculate Election' Full Episode. To the left, there's a 'Main' sidebar with links for 'When It's On', 'Episode Guide', 'Cast & Crew (13)', 'Full Episodes (42)', and 'News'. To the right, there's a 'Sponsored Links' section with ads for 'DON'T Pay for White Teeth' and 'Mom Makes \$77/Hr (Online)'. Below that, there's an advertisement for 'boost' mobile service. At the bottom, there's a 'Recent Full Episodes (25)' section listing episodes like 'Arrested Development - The Immaculate Election' and 'Arrested Development - Prison Break-9'.

Access to Other Videos

- Both sites allow access to all other episodes and videos from this page

Separation of Content

- Both site distinguish between Episode information and Episode videos
 - Allows easy access to just the video

Competitive Review

New User? Sign Up | Sign In | Help

Get Yahoo! Toolbar

YAHOO! TV

TV HOME NEWS

SEARCH TV

ABC News: Gibson retiring, Sawyer will be anchor

Associated Press - 14 minutes

Charles Gibson is retiring as at the end of the year and Diane Sawyer will replace him in January as anchor of ABC's "World News," the network said. Gibson, 66, said he had been planning to retire at the end of 2007 but events compelled him to stay. He was named anchor following the death of Peter Jennings and the wartime injury of Bob Woodruff in 2006. He's been at ABC News for 35 years and says he plans to continue as an occasional contributor. Sawyer's elevation means that, with

More »

MORE TV NEWS

Jon Gosselin: 'I Took A Lot Of Abuse' From Kate

Access Hollywood - 26 minutes

The war of the reality parent words continues between Jon and Kate Gosselin. In a preview of his first televised interview since filing for divorce, Jon says he's done taking "abuse" from Kate. VEWV THE PHOTOS: Jon and Kate's Family Photo Album "She'll call me like, almost like a lame fish. Like I wasn't going anywhere," Jon told "more »

Britain's Blair hopping the pond for Letterman

Associated Press - 46 minutes

Tony Blair is set for his first appearance on David Letterman's "Late Show." CBS says the former British prime minister will visit the late-night host on Tuesday for his first appearance on the show. He's likely to talk about his current projects, including pushing for peace with Palestinians and seeking a climate change agreement. He also has a foundation that tries to promote understanding among different religions and is teaching at Yale University. Also on Letterman that night "more »

Laura Ling and Euna Lee Speak Out on Their Detainment

TV Guide - 58 minutes

Freed journalists Laura Ling and Euna Lee have broken their silence about their 140 days in captivity in North Korea. On the morning of March 17, Ling and Lee crossed the border of China into North Korea for less than a minute, which turned their next five months into a living hell. A month after former president Bill Clinton traveled to North Korea and secured their "more »

Jon Gosselin: 'I took a lot of abuse' from Kate

Associated Press - 1 hour and 3 minutes

Jon Gosselin is fighting with his wife Kate again — this time through an intermediary. The reality TV star told ABC News' Chris Cuomo on "Good Morning America" that he "took a lot of abuse" from Kate and he's looking to move on. The two stars of TLC's "Jon & Kate Plus 8" have become better known for their imploding marriage than their parenting skills in recent months. He says police were recently called to the couple's Pennsylvania home because he wouldn't let Kate "more »

Avril Lavigne Will Guest-Judge American Idol

TV Guide - 1 hour and 12 minutes

Pop-punk rocker Avril Lavigne will sit behind the judges' table during American Idol's Season 9 audition tour. See "more »

LeAnn Rimes and Husband Call It Quits

TV Guide - 1 hour and 58 minutes

FEATURED VIDEOS

'Weeds' Video Diary With Kevin Nealon, Part 2

Getting A 'Weeds' Headache

She's Mom, She's *

ADVERTISEMENT

Click here to join and get \$75 in free driving.

zipcar

TV LISTINGS

Eastern Time Zone Stand ... TV Listings Setup

WED Sep 2 Now Prometime Tonight

	8:00pm	8:30pm	9:00pm
WY	Bones TV14 (CC)	Leverage TV14 (CC)	
ABC	Wipeout TVPG (CC) HDV	Crash Course TVPG (CC)	
CBS	New Adventures of Old Christine (CC) HDV	Criminal Minds Repeat TV14 (CC)	
FOX	So You Think You Can Dance: The Fifteen Best Performances Ever	Glee TVPG (CC) HDV	
NBC	America's Got Talent TV14 (CC)	America's Got Talent TVPG (CC)	
CW	America's Next Top Model Repeat TVPG (CC)	America's Next Top Model Repeat TVPG (CC)	

View Full TV Listings

ADVERTISEMENT

LAST NIGHT'S BIGGEST TV MOMENTS TODAY

ADVERTISEMENT

Rent Movies From Netflix FREE TRIAL

Content Vs. Ads

- Yahoo distinguishes between their content and right column ads through the use of color coordinated outline of their content



Key Takeaways

Key Takeaways

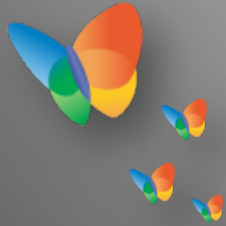
- A lot of tasks were in fact accomplished with few or no issues, and most issues encountered would not keep a user from completing the task. However, there are still opportunities for improvements that can enhance a user's overall experience.
- The key opportunities for improvement can be summarized as
 1. Enhance the visibility of current browsing functionality, such as tabs for filtering and column headers for sorting
 2. Add additional sorting and filtering functionality to ease the task of finding both episodes (with videos) and featured videos
 3. Assure the relevancy of search results is clear through highlighting search terms and using discerning result headlines
 4. Provide easy access to additional content while watching a video
 5. Assure familiarity and accessibility to all areas of the site with common navigation and displays
 6. Suggest to validate findings and test proposed enhancements with users

Special Thanks to:

I would like to thank the following people for making this research possible and successful!

- Miki Konno
- Kent Laird
- Adrienne Trudeau






Backups

Rate a TV Show

24



Air Time: on FOX

Premiere Date: November 06, 2001

Starring: Kiefer Sutherland, Carlos Bernard... | [View all cast & crew](#)

Description: E thriller-drama 24: Each one-hour episode covers the course of a season and seemingly intricate Counter Terrorist assassination attempt

Windows Live

One Windows Live ID gets you into **Hotmail, Messenger, Xbox LIVE** — and other places you see

Sign up | Sign in

Windows Live ID gives you access to Microsoft services including MSN, Hotmail, Office Live, Xbox LIVE, and many more.

Don't have a Windows Live ID? [Sign up](#)

Windows Live ID:

Password:

[Forgot your password?](#)

Remember me on this computer (?)

Remember my password (?)


[More about Windows Live ID](#)

Avg. user rating: ★★★★★ 172 ratings

Your rating: ★★★★★ write a review

[WATCH FULL EPISODES NOW](#)

24



Air Time: on FOX

Premiere Date: November 06, 2001

Starring: Kiefer Sutherland, Carlos Bernard... | [View all cast & crew](#)

Description: Employing split screens and kinetic pacing, the real-time action thriller-drama 24 became a fast cult hit when it premiered on FOX in late 2001.

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24



Air Time: on FOX

Premiere Date: November 06, 2001

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Description: Employing split screens and kinetic pacing, the real-time action thriller-drama 24 became a fast cult hit when it premiered on FOX in late 2001. Each one-hour episode covers an hour in a single day that unfolds over the course of a season. Kiefer Sutherland stars as über-hero Jack Bauer, a daring and seemingly indestructible agent for the fictitious U.S.-intelligence body the Counter Terrorist Unit (CTU). Throughout the series, Bauer has stopped an assassination attempt, thwarted a nuclear ... [Read more](#)

Windows Live

One Windows Live ID gets you into **Hotmail, Messenger, Xbox LIVE** — and other places you see

Sign up | Sign in

Windows Live ID gives you access to Microsoft services including MSN, Hotmail, Office Live, Xbox LIVE, and many more.

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Windows Live ID:

Password:

[Forgot your password?](#)

Remember me on this computer (?)

Remember my password (?)

[More about Windows Live ID](#)

Avg. user rating: ★★★★★ 172 ratings

Your rating: ★★★★★ write a review

[WATCH FULL EPISODES NOW](#)

1. Select a rating
2. Sign in
3. User's rating is displayed
4. Change star rating
5. New rating is displayed

Issues

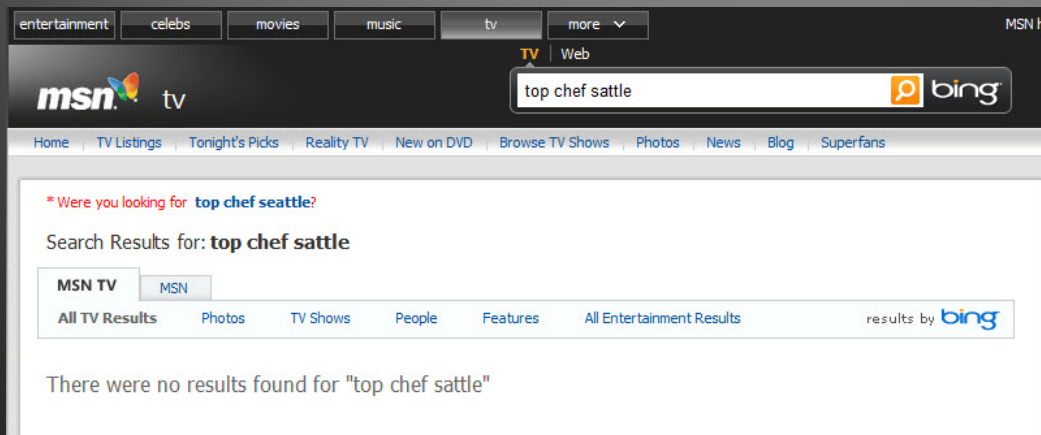
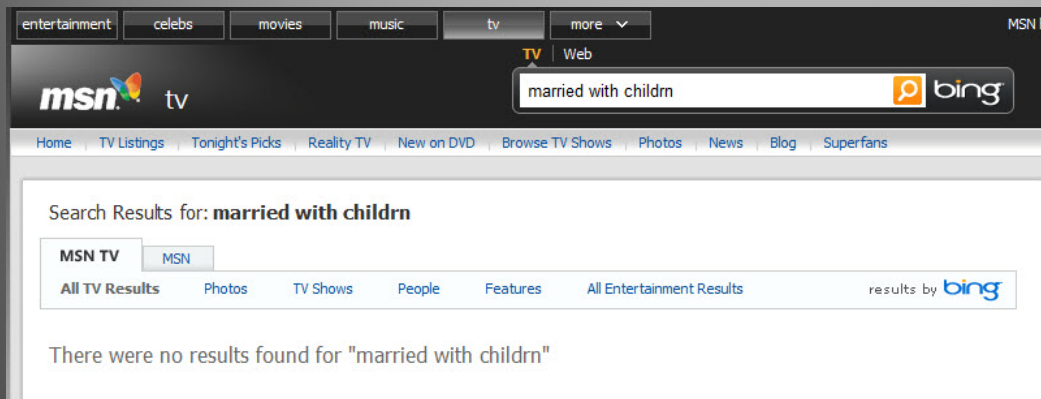
- No feedback
- Number of ratings for the show didn't change
- Unclear whether system accepted user's rating

(Similar experience with photos)

Recommendations

- Provide feedback about user's action

Search Spell Check



- Good indicators of search term and "no results"

Issues

- Inconsistent
- Unreliable
- Searched for "married with childrn"
 - No results
 - No suggestion
- Searched for "top chef Sattle"
 - No results
 - Provides suggestion

System Bug?

- Suggestions don't work
- Seems to simple refresh page

Read a Review of a Show

30 Rock

Series Overview >>

Upcoming Airings

Episodes

Videos

Photos

News

Message Board

User Reviews

Cast & Crew

Air Time: on NBC

Premiere Date: October 11, 2006

Starring: Tracy Morgan, Jane Krakowski... | [View all cast & crew](#)

Description: Along with Studio 60 on the Sunset Strip, 30 Rock was one of two NBC series of the 2006-2007 TV season to take place backstage at a Saturday Night Live-style comedy show. In the case of 30 Rock, "SNL" veteran Tina Fey served as series creator and executive producer, and also assumed the leading role of Liz Lemon, head writer of the fictional comedy-ensemble series "The Girlie Show." Liz was placed in the none-too-skilled hands of novice network executive Jack Donaghy (Alec Baldwin), whose... [Read more](#)

Avg. user rating: ★★★★★ 73 ratings
Your rating: ☆☆☆☆☆ [write a review](#)

WATCH FULL EPISODES NOW

Previous Episodes [View all episodes \(58\)](#)

Episode	Aired	Watch Episode
---------	-------	---------------

Issue

- "User Reviews" are found in the left column
 - *Expected to find with ratings*

Recommendation

- Position review with ratings

Series Overview Page

30 Rock

Air Time: on NBC

Premiere Date: October 11, 2006

Starring: Tracy Morgan, Jane Krakowski... | [View all cast & crew](#)

Description: Along with Studio 60 on the Sunset Strip, 30 Rock was one of two NBC series of the 2006-2007 TV season to take place backstage at a Saturday Night Live-style comedy show. In the case of 30 Rock, "SNL" veteran Tina Fey served as series creator and executive producer, and also assumed the leading role of Liz Lemon, head writer of the fictional comedy-ensemble series "The Girlie Show." Liz was placed in the none-too-skilled hands of novice network executive Jack Donaghy (Alec Baldwin), whose... [Read more](#)

WATCH FULL EPISODES NOW

Previous Episodes [View all episodes \(58\)](#)

Episode	Aired	Watch Episode
---------	-------	---------------

Issue




- Photo displays "Watch Full Episodes Now"
 - *Expected to go to a list of episodes to watch, but actually loaded a video*

Recommendations

- Change to singular verbiage "Watch Full Episode Now"
- Add "Share" ability from this page

Browse and View Photos

The screenshot shows a web interface for 'Photos: TV'. On the left is a navigation menu with items: Photos Home, This Week In Entertainment, Undressed, Celebrities, Movies, TV (highlighted with a red arrow and '>>'), Music, Events, and Features. The main content area features a large grid of celebrity photos at the top, with a 'GET TV PHOTOS RSS FEED' link below it. Below the grid is a search filter section with 'All' selected and a list of letters (A-Z, 0-9) and 'others all'. Underneath is a table of results for 'TV Series'.

TV Series	Images
 20/20	7
 21 Jump Street	9
 24	50

On the right side of the interface, there is a 'Photo Search' input field with a magnifying glass icon. Below it is an advertisement for 'bing camping gear' with the text 'GET CASHBACK ON YOUR PURCHASES.' and an image of an orange tent.

Issues

- Poor use of horizontal space in results listing
- Entire row highlights with mouse hover, would expect the area to be clickable

TV Listings – Setting Date & Time

- Some forms on the site update automatically when activating drop-down

TV Listings

Today, September 1 8:00 PM All Categories Go

All Categories Movies Sports Kids News HD Favorites

Ⓜ = Repeat Ⓝ = New

	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
ABC	Crash Course Ⓜ		Shaq Vs. Ⓝ		Primetime: The Outsiders Ⓝ	
CBS	NCIS Ⓜ		Big Brother 11 Ⓝ		NCIS Ⓜ	
FOX	Hell's Kitchen Ⓝ		More to Love Ⓝ		Fox 11 Ten O'Clock News	
NBC	America's Got Talent Ⓜ		America's Got Talent Ⓜ			
CW	90210 Ⓜ		90210 Ⓜ		KTLA 5 News at 10 Ⓜ	
MNT	Street Patrol Ⓜ	Street Patrol Ⓜ	Jail Ⓜ	Jail Ⓜ	Seinfeld Ⓜ	Seinfeld Ⓜ
KPXN	Boston Legal Ⓜ		The Break-Up			
TLMD	Más Sabe el Diablo Ⓜ		Niños Ricos Pobres Padres Ⓜ		Victorinos	
UNI	En Nombre del Amor Ⓜ		Mañana Es Para Siempre Ⓜ		Aquí y Ahora Ⓜ	

Recommendation

- Draw more attention the “Go” button to insure it's use

Viewing Details about Movie

The image displays two overlapping screenshots of a 'Program details' window. The left screenshot shows a detailed view for 'Scary Movie 3' with a summary, channel information (COMEDYP Ch. 60), and a 'More TV from MSN' link. The right screenshot shows a similar view but with a message: 'There is no editor data available, please try again later.' Both screenshots include an advertisement for 'WATCH FULL EPISODES' on msn tv.

Issues

- Link “More TV from MSN” not necessary – simply opens a new browser with MSN-TV
- Movie titles are cropped (TV titles are not cropped)
- Episode information shouldn’t be displayed – no supporting data
- Boxes separating information are not very visible, poor separation of content
- Right side ad (“WATCH FULL EPISODES”) looks as though one can watch episodes of this listing – simply opens a new browser with MSN-TV
- Both “More...” and “Watch Video” have no supporting data, should not display those options

Highly rated TV shows

- These displays show Daily and Weekly ratings, but not for the current day and week

DAILY TV RATINGS	Weekly TV Ratings
Sunday, Aug. 16th, 2009 (in millions)	
1. Dateline (NBC)	6.15
2. Neil Diamond: Hot August Night (CBS)	5.38
3. Monk (USA)	5.31
4. Psych (USA)	4.2
5. 20/20 (ABC)	4.13
6. Suite Life on Deck (Disney)	4.14
7. Wizards of Waverly Place (ABC)	4.06
8. Numbers (CBS)	4
9. Ghost Whisperer (CBS)	3.56
10. Supernanny (ABC)	3.2

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Daily TV Ratings	WEEKLY TV RATINGS
Week of Jun 16th - Jun 21st, 2009 (in millions)	
1. NCIS (CBS)	10.39
2. Two and a Half Men (CBS)	10.19
3. The Mentalist (CBS)	10.12
4. CSI (CBS)	9.72
5. The Mentalist (CBS)	8.97
6. So You Think You Can Dance?-Wed. (Fox)	8.48
7. The Big Bang Theory (CBS)	8.42
8. 60 Minutes (CBS)	8.31
9. CSI: Miami (CBS)	8.25
10. Criminal Minds (CBS)	8.04

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Recommendation

- Emphasizing the dates to make that more obvious

Browse for Episode to Watch – System Bug?

The screenshot shows a web interface for browsing TV shows. On the left, a sidebar titled 'Browse TV Shows' has tabs for 'Top Shows', 'All Shows', and 'Shows With Free Episodes'. Below the tabs are filters for 'All Genres' and 'All Decades'. A list of shows includes 'October Road', 'The Office', 'On Surfari', 'One Piece', and 'The Outer Limits'. 'The Office' is circled in red. The main content area shows the 'The Office' series overview, including a cast photo, air time (on NBC), premiere date (March 24, 2005), user ratings, and a description. Below this is a 'Previous Episodes' table and a 'Videos' section. On the right, there are sections for 'nextairing' (listing 'Casual Friday'), 'tvprovider' (stating 'No local listings provider chosen'), and an advertisement for Bing with the equation $x-3/x-1=x-4/x-5$.

- Can find listing with the TV icon displayed

Issue

- “Series Overview” page: there doesn’t appear to be any episodes available to watch
 - “Watch Episode” text doesn't appear on photo, and arrow link is not available within episode listing
 - Found viewable episodes 3rd page of episode listings

Read information about an episode – System Bug?

Arrested Development: Episode Info

Amigos

[< Previous Episode](#) | [Episode Guide](#) | [Next Episode >](#)

Original Air Date: October 21, 2004 on FOX

Availability: Watch for free (more days)

Avg. user rating: ☆☆☆☆☆ 0 ratings

Your rating: ☆☆☆☆☆

...no airings of this episode were found in the next ten days.


[All airings of 'Arrested Development'](#)

...staircar turns up in Mexico, and Michael, increasingly frustrated, wants to ...ther to give him a piece of his mind.


...ies - Comedy

[View all series videos \(249\)](#)

Episode Videos



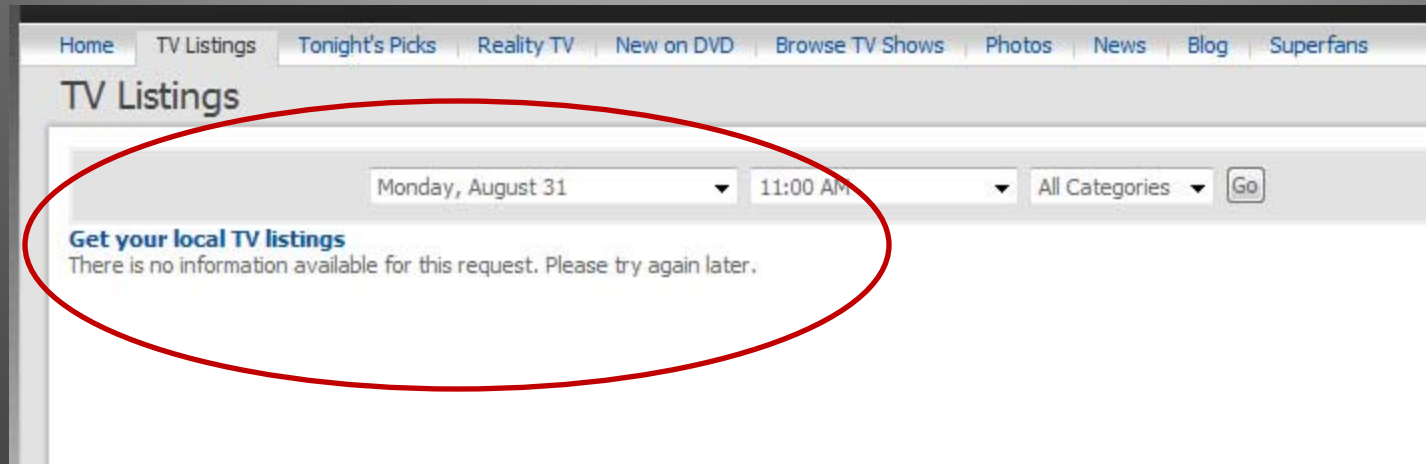
▶ **Arrested Development - Not Afraid To Make Mistakes**
GOB adjusts to his new position as President of the company.



▶ **Arrested Development - Searching For Pop**
Michael searches for his father in Mexico and is accosted by "Ice," the bounty-hunter. In the confusion,...

View TV Listings – System Bug?

- Selecting one of the furthest out dates results in an error



Set Favorites

- “Favorites” Link available in TV Listings

TV Listings

Today, September 1 8:00 PM All Categories Go

All Categories Movies Sports Kids News HD Favorites

R = Repeat N = New

	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
ABC	Crash Course ^R		Shaq Vs. ^N		Primetime: The Outsiders ^N	
CBS	NCIS ^R		Big Brother 11 ^N		NCIS ^R	
FOX	Hell's Kitchen ^N		More to Love ^N		Fox 11 Ten O'Clock News	
NBC	America's Got Talent ^R		America's Got Talent ^R			
CW	90210 ^R		90210 ^R		KTLA 5 News at 10 ^R	
MNT	Street Patrol ^R	Street Patrol ^R	Jail ^R	Jail ^R	Seinfeld ^R	Seinfeld ^R
KPXN	Boston Legal ^R		The Break-Up			
TLMD	Más Sabe el Diablo ^R		Niños Ricos Pobres Padres ^R		Victorinos	
UNI	En Nombre del Amor ^R		Mañana Es Para Siempre ^R		Aquí y Ahora ^R	

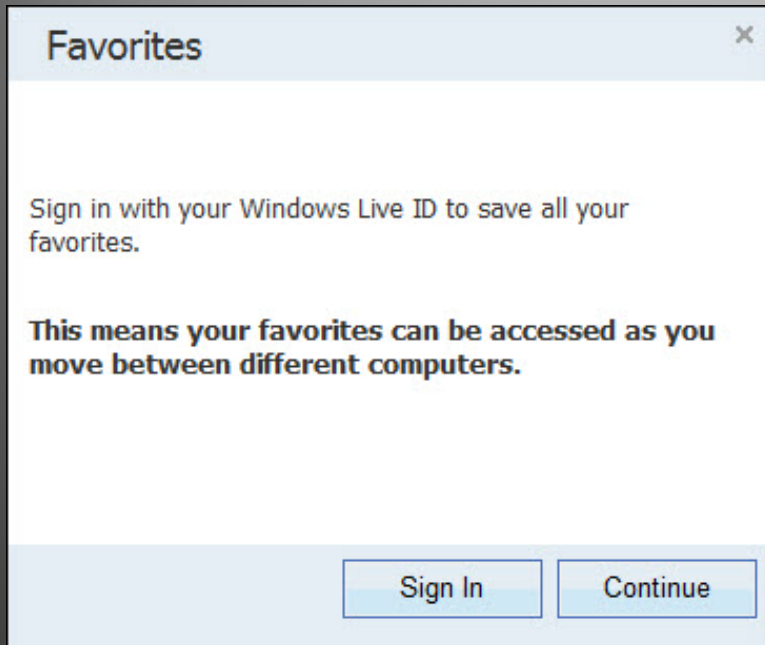
Issue

- Single word “Favorites” is somewhat ambiguous – who’s favorites?

Recommendation

- Use term “My Favorites”

Set Favorites



- Favorites pop-up
 - Text indicates benefits of Signing In
 - Allows user to continue without signing in (GOOD!)

User clicks “Sign In”

Issue

- This is a different Sign-In UI from the “Ratings” Sign-In
- Is one signing in to MSN Entertainment or Window Live?

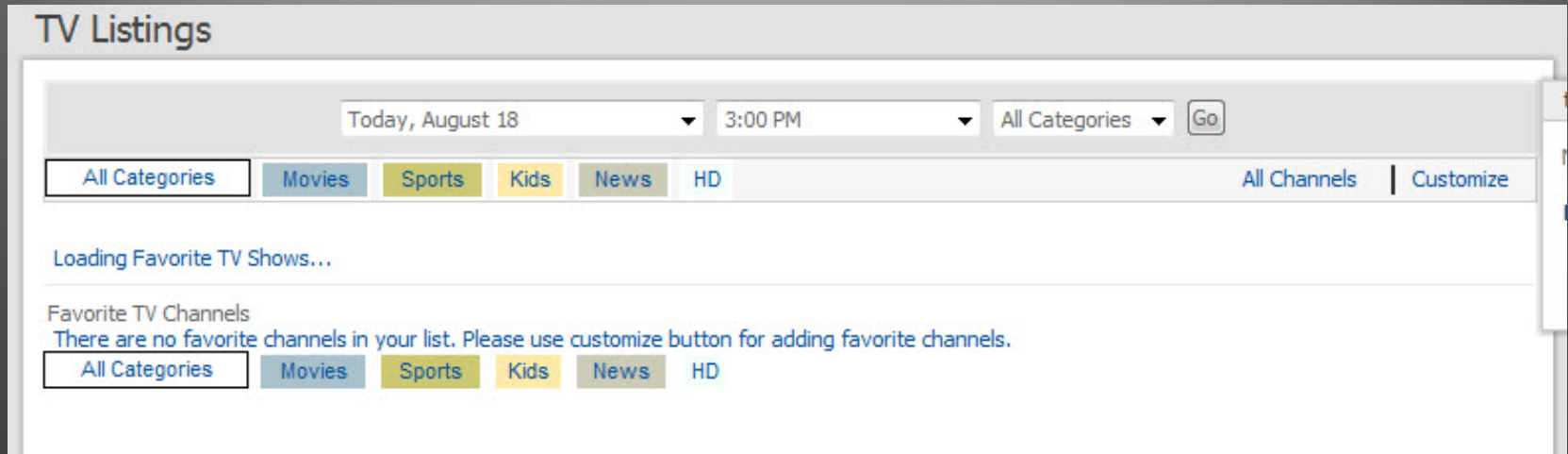
Recommendation

- Use consistent UI and terminology



Set Favorites

- User signs-in or hits continue
- Updated display



Issues

- Text continuously reads “Loading Favorite TV Shows...”
- Text “Loading...” and “There are no favorite channels...” are both blue and underline with a mouse hover – but are not links
- Text instructs user to use “customize button”
 - No “button” available, but there is a “link”

Recommendation

- Can improve messaging and UI

Set Favorites

The screenshot shows a light blue dialog box titled "Manage Favorites". At the top left, there are two radio button options: "Search Shows" (which is selected) and "Search Channel". Below these options is a text input field. At the bottom of the dialog, there is a "Close" button. A small note at the bottom left of the dialog reads: "Visibility of the shows on the grid is based on the availability of shows during the specified duration."

1. User selects "Customize" – loads pop-up **Issues**
 - Inconsistent messaging – Pop-up reads "Manage Favorites"
 - Pop-up lacks instructive text
 - Confusing text at the bottom of the display

Set Favorites

Manage Favorites

Search Shows
 Search Channel

th

Searching For Shows...

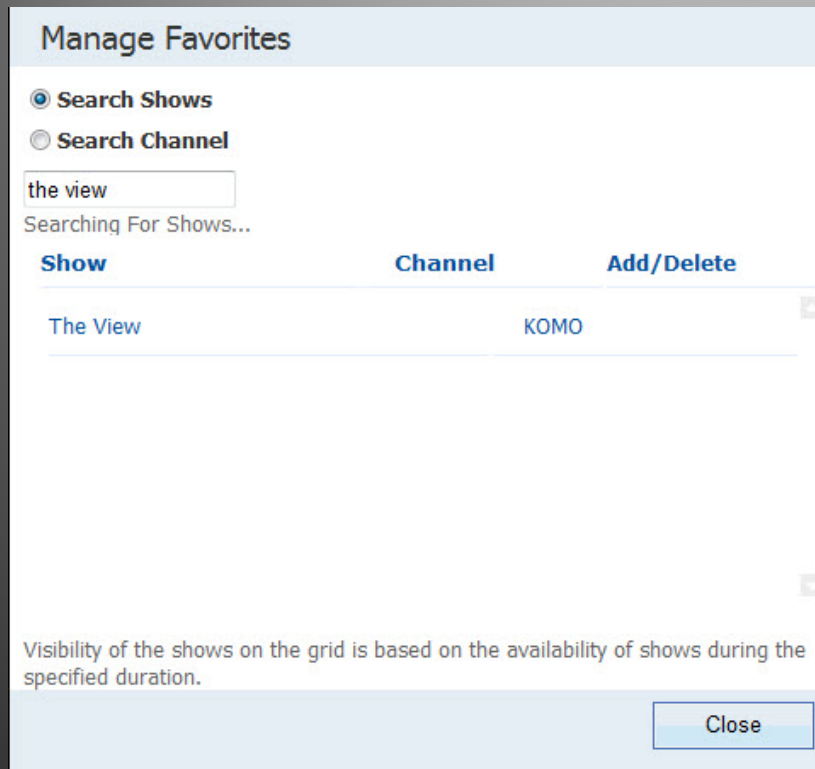
Show	Channel	Add/Delete
Married ... With Children	TVLANDP	

Visibility of the shows on the grid is based on the availability of shows during the specified duration.

Close

1. User selects “Customize” – loads pop-up **Issues**
 - Inconsistent messaging – Pop-up reads “Manage Favorites”
 - Pop-up lacking instructive text
 - Confusing text at the bottom of the display
2. Begin entering the name of a TV show **Issue**
 - Returns first show found with matching string

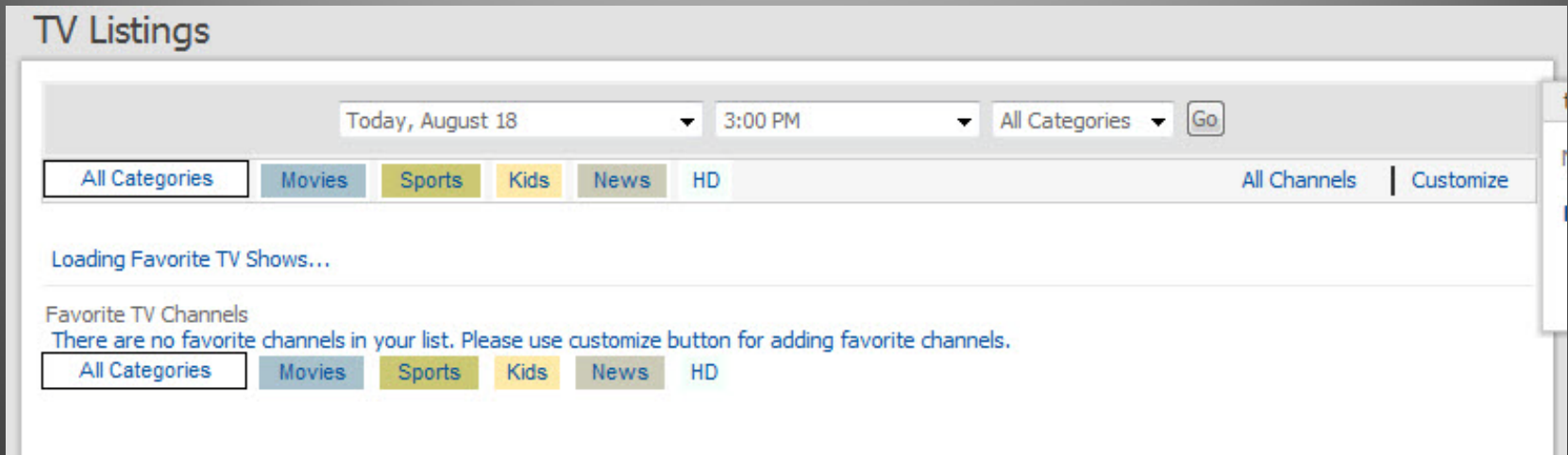
Set Favorites



1. User selects “Customize” – loads pop-up **Issues**
 - Inconsistent messaging – Pop-up reads “Manage Favorites”
 - Pop-up lacking instructive text
 - Confusing text at the bottom of the display
2. Begin entering the name of a TV show **Issue**
 - Returns first show found with matching string
3. Enter entire show name
 - Returns correct listing**Issues**
 - All displayed results/text highlights as links, but nothing is clickable
 - No apparent option to select/save your show

Set Favorites

- Select “Close”



Issue

- Returns one to initial display
- No apparent way to load one's favorite shows

TV Shows

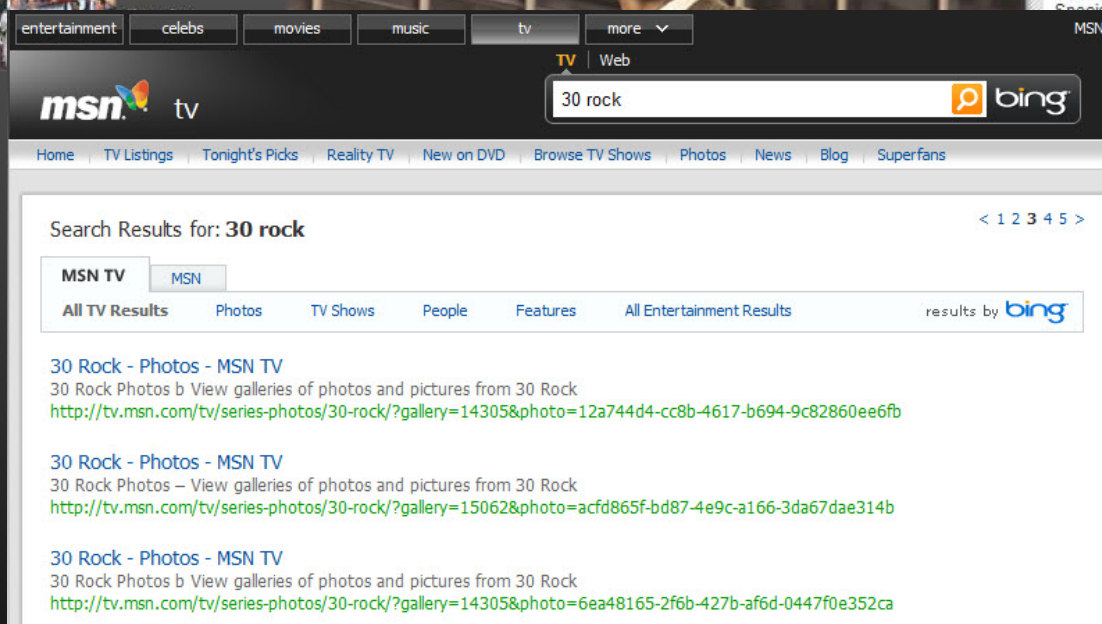
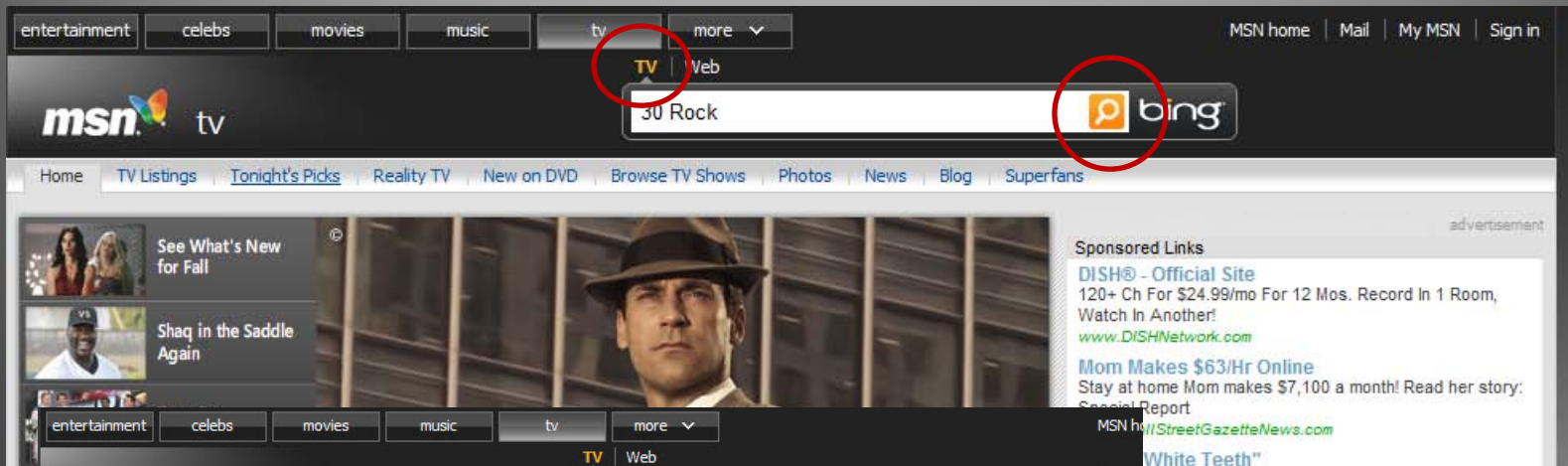
The screenshot shows the MSN TV website interface. At the top, there's a navigation bar with 'more' dropdown, 'MSN home', 'Mail', 'My MSN', and 'Sign in'. Below that is a search bar with 'bing' logo. The main content area is titled 'tv shows > all'. On the left, there's a sidebar with 'tv shows' and 'all' selected, followed by a list of genres and categories. The main content area displays a grid of TV show titles, including 'Gimme My Reality Show!', 'Gott's Way 2', 'Rocky a', 'Roswell', '10 Things I Hate About You', 'Gourmet's Diary of a Foodie', 'Royal Pa', '2006 Fall Preview', 'Grammy Awards', 'Ruby', '2008 A-List Awards', 'Grammys', 'Ruby Ar', '2008 Fall Preview', 'Great American Road Trip', 'Rules O', '2008 GLAAD Awards', 'Great Museums', 'Running', '2008 Summer Preview', 'Greatest American Dog', 'Run's H', '2009 CMT Music Awards', 'Greek', 'RW/RR', '2009 Fall Preview', 'Greek To Chic', 'Saturda', '2009 MTV Movie Awards', 'Grey's Anatomy', 'Saturda', '21 Jump Street', 'Guiding Light', 'Scare T', '24', 'Halfway Home', 'School', '30 Days', 'Hallmark', 'Scientif', '30 Days of Night: Blood Trails', 'Hardbal', 'Scott M', '30 Rock', 'Harper's Globe', 'Scrubs', '5 Dollar Cover', 'Harper's Island', 'Sea Hur', '90210', 'Hawaii 5-0', 'Season', 'A Double Shot At Love Show', 'Hearts Afre', 'Secret', 'A Shot at Glory', 'Hell's Kitchen', 'Secret', 'Access Hollywood', 'He-Man and the Masters of the Universe', 'Sesame', 'Accidentally On Purpose', 'Heroes', 'Sex Wa', 'ACMA', 'Hey Paul!', 'Shaq Vs', 'Adam-12', 'HGWT', 'Shaq's B', 'Addicted to Beauty', 'Highlander', 'Shark', 'Aeon Flux', 'Highlights', 'Shark T', 'AFI Awards', 'Hill Street Blues', 'Shear G', 'After Hours with Daniel', 'Hitting Planner', 'Shock T', 'Airwolf', 'Hole In The Wall', 'Shorties', 'ALF', 'Holiday Moments', 'Signal to', 'Alfred Hitchcock Hour', 'Hollywood Squares', 'Silent Li', 'Alfred Hitchcock Presents', 'Hollywood.tv', 'Simon &', 'Alas Smith And Jones', 'Home Holidays', 'Sit Dow', 'Amazing Adventures of a Nobody: Europe', 'Homeland Security USA', 'Sitting D', 'Amazing Race', 'Hook Me Up', 'Six Deg', 'Autumn Road', 'Horror Movies', 'Six Deg'

Issues

- Odd page transition, new style of page presented
- “TV shows” was selected on top, but not highlighted
- Lower case alpha links are even more difficult targets to select than others
- Left column filters don't stand out as well as other pages
- Poor separation between Left navigational links, and content
- A lot of content for user to look at...

Search TV Shows from Home Page

- Default set to TV, enter search term, click magnifying glass (or hit "enter")



- Results are within MSN-TV (as expected)

Search TV Shows from Home Page

- Default set to TV, enter string, click “bing”

The screenshot shows the MSN TV homepage with a search bar containing '30 Rock'. The search results page is displayed, showing a list of related searches on the left and search results on the right. The 'bing' button is circled in red, and the '30 Rock - Wikipedia, the free encyclopedia' result is also circled in red.

entertainment | celebs | movies | music | **tv** | more ▾

MSN home | Mail | My MSN | Sign in

msn tv

TV | Web

30 Rock

bing

Home | TV Listings | Tonight's Picks | Reality TV | New on DVD | Browse TV Shows | Photos | News | Blog | Superfans

See What's New for Fall

Shaq in the Saddle Again

Web | Images | Videos | Shopping | News | Maps | More | MSN | Hotmail | Sign in

bing

30 Rock

ALL RESULTS 1-20 of 354,000,000 results - [Advanced](#)

Best match

[30 Rock Comedy TV Show - Videos, Photos, Episode Recaps, Bios ...](#)
www.nbc.com/30_Rock - Official site
Watch video clips from the **30 Rock** TV show on NBC starring Tina Fey, Alec Baldwin, Jane Krakowski & Tracy Morgan.

Episode Guide | About | Video | Photos | NBC Video Rewind | Find Out | Bios | Recaps

See anything wrong in this result? Tell us.

RELATED SEARCHES

- 30 Rock TV Show
- 30 Rock New Season
- 30 Rock Episode Guide
- NBC 30 Rock
- 30 Rock Page
- 30 Rock Hats
- 30 Rock Finale
- 30 Rock Free

SEARCH HISTORY

[30 Rock - Wikipedia, the free encyclopedia](#)

30 Rock is an American television comedy series created by Tina Fey that currently airs

Sponsored Links

DISH® - Official Site
120+ Ch For \$24.99/mo For 12 Mos. Record in 1 Room, Watch In Another!
www.DISHNetwork.com

Mom Makes \$63/Hr Online
Stay at home Mom makes \$7,100 a month! Read her story: Special Report
www.WallStreetGazetteNews.com

"Crazy White Teeth"

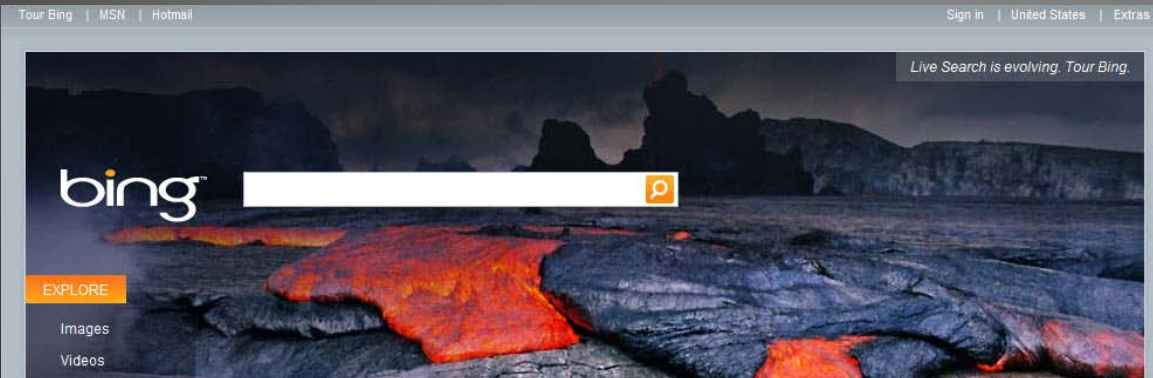
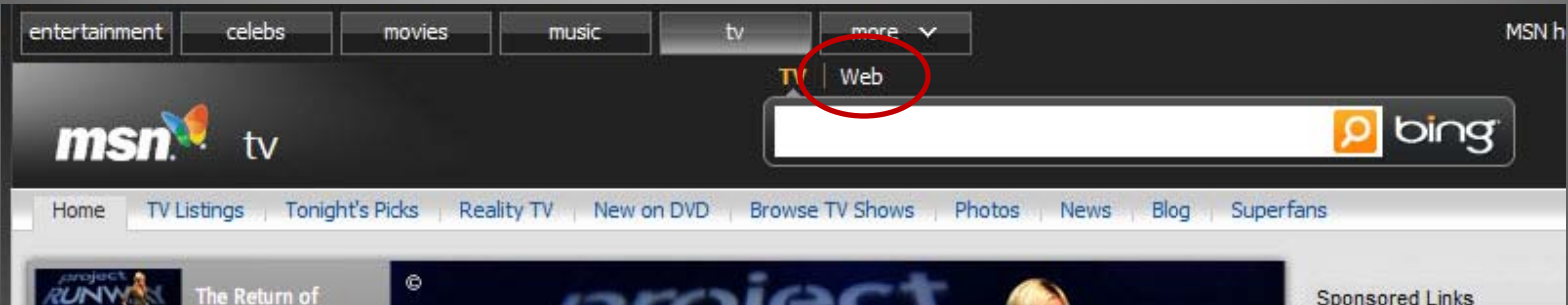
- Performs web search (as expected)

Issue

- Results include listings outside MSN-TV
- *Expected bing to search MSN-TV*

Search TV Shows from Home Page

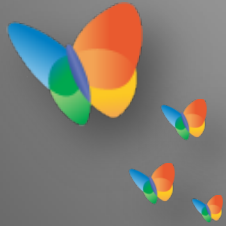
- Select search option “Web”



Issue

- Takes one away from MSN-TV to bing search

- *Expected to behave like a tab/option, and search the web from current page*
- *Having “TV / Web” options and two different search buttons seems redundant*
- *Question whether users understand 2 different search buttons?*



List of Recommendations

Summary of Key Recommendations

- Search
 - Indicate relevancy of results by highlighting search terms
 - Enhance visibility of filters
- Browse Shows
 - Enhance visibility of tabs
 - Enlarge alpha links
 - Add filters:
 - Current / active shows
 - Recently added shows/videos
- Browse Episodes
 - Enhance visibility of sort headers
 - Add filter: Episodes with video
- Browse Videos
 - Add first/last page links
 - Add filter and sort functions
- Watch Videos
 - Add tab to display and distinguish between episodes and videos
 - Maintain navigational tabs
 - Provide link(s) to return to key pages
 - Maintain TV/Series context
- Photos
 - Re-position search
- TV Listings
 - Re-position Locale / Provider link
 - Fix or remove Favorites
- Reality TV
 - Improve organizational display of content
- Home Page / News
 - Improve distinction between MSN content and ads

List of Recommendations

Area	Recommendation
Search	Encourage the use of filters by increasing their visibility
	Highlight search terms as they appear within results
	Add result count
	Add first / last page links
	Identify photos by content
	Improve reliability of spell check
	Reduce complexity of search options
Browse TV Shows	Increase visibility of tabs and selected tab
	Increase size of alpha links
	Make space around character clickable
	Highlight space around character to indicate selection
	Increase accessibility to newest shows with additional filters
	Current/Active shows
Recently added videos	
	Use the word “full” in place of “free”
Series Overview	Change to singular verbiage “Watch Full Episode Now”
	Be sure to provide a link to available videos (didn’t appear if only a few older episodes available)

List of Recommendations

Area	Recommendation
Ratings	Provide feedback about user's action
	Position User Reviews with ratings
Browse Episodes	Increase visibility of sort headers
	Add a filter: 'episodes with videos'
	Consider grouping by season
Episode information	Photo is too large for space
Browsing Videos	Add more video information (length)
	Provide a sort function
	Add first / last page links
Watching Video	Provide more information on what episode is being shown (episode number, airing date, length)
	Add a tab containing episode listings (make all avail?)
	Maintain "TV" UI and series context
	Provide links: Series Overview, TV Home
	Drop link to TV Shows (?)
	Improve distinction between rating/sharing content and video listing

List of Recommendations

Area	Recommendation
Browse photos	Re-position photo search close to the alpha links
	Control the position of the page when an alpha link is selected
	Do not re-spin the gallery when an alpha link is selected
	Try to load, and default to “cast” photos for TV photo searches
	Utilize enhanced alpha links (as browse areas)
	Optimize use of space in listing
TV Listings	Make area clickable, if it highlights with mouse hover
	Draw more attention to the “go” button
	High Definition tab/filter: Treat HD as a ‘flag’ (like “Repeat” and “New”), instead of a ‘filter’ or category
	Favorites - Several issues, seems to be “broken”
	Location & Provider
	Locate link closer to the main UI
	Pop-up 1: Shorten text; provide simple explanation of purpose
Pop-up 2: Use a drop-down or make scroll bar more visible	
Pop-up 3: Re-format text to improve legibility	
	Selecting one of the furthest out dates results in an error

List of Recommendations

Area	Recommendation
Viewing details about movie (from TV Listings)	Link “More TV from MSN” not necessary – simply opens a new browser with MSN-TV
	Movie titles are cropped (TV titles are not cropped)
	Episode information shouldn’t be displayed – no supporting data
	Boxes separating information are not very visible, poor separation of content
	Right side ad (“WATCH FULL EPISODES”) looks as though one can watch episodes of this listing – simply opens a new browser with MSN-TV
	Both “More...” and “Watch Video” have no supporting data, should not display those options
Home Page:	Provide users control to turn off animated feature / slide show
	Provide additional full episodes through horizontal slider control
Daily TV Ratings	Emphasizing the dates to make more obvious
Reality TV	Improve organization of lower page
News	Improve grouping and association of content (comments, email, sharing links)
	Improve distinction between content and sponsored links